ORDER

103698 Orders Order / Rev: 06830029 Alt Order #: BERKLEY FOR SENATE Product Desc: KSNV Estimate: 30S Flight Dates: 10/02/12 - 10/08/12 Primary AE: Amy McCreary Original Date / Rev: 06/28/12 / 10/02/12 Sales Office: BLPHI **GENERAL** Order Type: Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley, Shelley for Senate Advertiser Name: A35+ Demographic: New Business Thru: **Product Codes:** PLC01 Order Separation: 00:05:00

Rill Dlan

Dill I lall				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	117	\$47,380.00	\$40.273.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	117	\$47,380.00	\$40,273.00	0.00
Totals	117	\$47,380.00	\$40,273.00	0.00

Advertiser External ID:

Agency External ID:

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	20%	\$47,380.00
Market	100%	\$236,900.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0,00
KLAS	32%	\$75,808.00
KLVX	0%	\$0.00
KSNV-	0%	\$0 .00
KTNV	21%	\$49,749.00
KTUD	0%	\$0 .00
KVVU	25%	\$59,225.00
KVWB ·	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,738.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
,	E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ V	Vagn@M	430a-5a	-TWT	:30	4	\$50,003	0.00 NM	4	\$200.00
					Wake Up Early Wa	gners								
		NEWS												
		<u>Star</u>	t Date I	End Date	Weekdays S	pots/Week	<u>Rate</u>	<u>Rating</u>						
	W	eek: 10/0	01/12	10/07/12	-TWT	4	\$50.00	0.00						

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Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830029

Product De

Product Desc:

BERKLEY FOR SENATE

Flight Dates: 10/02/12 - 10/08/12

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 10/02/12 10/05/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners	430a-5a	~TWT	:30	4	\$50.003	0.00 NM	4	\$200.00
NEWS <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12	-TWT 4	1	0.00						
E 2 KSNV 10/08/12 10/08/12 NEWS	Wake Up Early w/ Wagn6M Wake Up Early Wagners	430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		<u>Rating</u> 0.00						
E 3 KSNV 10/08/12 10/08/12 NEWS	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a	M	- :30	1	\$200.003	0.00 NM	1	\$200.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
E 4 KSNV 10/02/12 10/05/12 NEWS	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	-TWTF	- :30	4	\$200.003	0.00 NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week		Rating 0.00						
	P. M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	6-7a	-TWTF	- :30	8	\$300.003	0.00 NM	8	\$2,400.00
NEWS <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u> -⊤wтF 8	· . —	Rating 0.00						
E 6 KSNV 10/08/12 10/08/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a	M	- :30	2	\$300.003	0.00 NM	2	\$600.00
NEWS									
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	·	Rating 0.00						
E 7 KSNV 10/08/12 10/08/12	? Today Show CM Today Show	658a-9am	M	- :30	3	\$400.003	0.00 NM	3	\$1,200.00
TODAY <u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week		Rating 0.00						
E 8 KSNV 10/02/12 10/05/12	2 Today Show CM Today Show	658a-9am	-TWTF	- :30	12	\$400.003	0.00 NM	9	\$3,600.00
TODAY <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/Week		Rating 0.00						
<u>Spot</u> <u>Ch</u> <u>Date Range</u> 1 KSNV 10/01/12-10/07/12	Description Star	nt/End Time a-9am		<u>Weekdays</u> -TwThF	<u>Len</u>	g <u>th Rate</u> :30	Rtg Type 0.00 NM		
Credited [credit-mg on different 3 KSNV 10/01/12-10/07/12	~ -	a-9am		-TWThF	_	:30 (\$400.00)	0.00 N/M	:	
Credited [credit-mg on different	•					(**************************************			
4 KSNV 10/01/12-10/07/12	Today Show 658	a-9am		-TWThF	-	:30 (\$400.00)	0.00 NM	7	
Credited [credit-mg on different									
E 9 KSNV 10/02/12 10/05/13 NEWS	2 Noon News CM Noon News	12-1230pm	-TWTF-	- :30	4	\$175.003	0.00 N M	4	\$700.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	-TWTF 4	\$175.00	Rating 0,00						
E 10 KSNV 10/08/12 10/08/13 NEWS	2 Noon News CM Noon News	12-1230pm	М	- :30	1	\$175,003	0.00 NIV	1	\$175.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	M 1	*	0.00	···				1	
E 11 KSNV 10/08/12 10/08/1:	2 CM	9-10a	M	- :30	1	\$425.001	0.00 NM	1	\$425.00

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Order / Rev:

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Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06830029

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/08/12

Estimate:

Ln Ch	Start	End	Inventory Cod		Start/End	Гime Days	Len Spot	s f	Rate Pri	Rtg Type	Spots	Amount
			M-F Today Sho									
TODAY	/ II											
Week: 10	art <u>Date</u> /08/12 <u> Date Ra</u>	End Date 10/14/12 nge D	Weekdays M escription	<u>Spots/Week</u> 1 Stai		Rating 0.00	Weekdays	Length	Rate	Rtg Type		
1 KSNV		2-10/14/12 M	-F Today Show				M		(\$175.00)		1	
2 KSNV	/ 10/08/12	2-10/08/12 M	E] NOT AVAILA -F Today Show I		Оа		M	:30	\$425.00	0.00 NM	1	
_	G for 11.1 vised rate	10/08 to reinstate]									
E12 KSNV	10/02/1	2 10/05/12	M-F Today Sho M-F Today Sho		9-10a	-TWTF-	:30	4 \$4	125.001	0.00 NM	1 4	\$1,700.00
TODAY	/ II		,									
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 10 Spot Ch	/01/12 1 Date Ra	10/07/12	-TWTF escription	4 Star	\$425.00 rt/Епd Time	0.00	Weekdays	Length	Date	Rtg Type		
			I-F Today Show				-TWThF		(\$425.00)			
Se	ө MG 12.	5,12.6,12.7,	•						(, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
2 KSN	/ 10/01/12	2-10/07/12 M	I-F Today Show	II 3rd Hr 9-10	Оа		-TWThF	:30	(\$425.00)	0.00 NA	1	
		<i>5,12.6,12.7,</i> LABLE RAT	12.8 E] NOT AVAILA	BLE RATE								
		2-10/07/12 M 5,12.6,12.7,	I-F Today Show 12.8	II 3rd Hr 9-10	Da		-TWThF	:30	(\$425.00)	0.00 NA	1	
			E] NOT AVAILA I-F Today Show		Da		-TWThF	:30	(\$425.00)	0.00 NA	1	
Se	e MG 12.	5,12.6,12.7,	-						. ,			
5 KSN\	/ 10/02/12		I-F Today Show		0a		-TWThF	:30	\$425.00	0.00 NN	1	
4.]	IAVA TOI	LABLE RAT	E] NOT AVAILA I-F Today Show		na .		-TWThF	:30	¢425.00	0.00 NM	A	
⊕ M	G for 12.2	,12.1,12.4,1 e to reinstate	2.3	II 314 111 9-11	Ja		- I WITH 4333	.30	φ425,00	0.00 NN		
7 KSNV	/ 10/02/12	2-10/05/12 M	- I-F Today Show	II 3rd Hr 9-10	0a		~TWThF	:30	\$425.00	0.00 NN	1	
8 KSN\	/ 10/02/12	2-10/05/12 M	E TO PLACE I-F Today Show	II 3rd Hr 9-10	Da .		-TWThF	:30	\$425.00	0.00 NN	1	
		,12.1,12.4,1 to reinstate										
E 13 KSNV	10/02/1	2 10/05/12	Dr. Phil Dr Phil	СМ	3-4p	TWTF-	:30	4 \$.	200.003	0.00 NN	1 4	\$800.00
PHIL	art Data	End Data	Mookdaya	Cnots/Mosk	Doto	Dollar						
<u>اه .</u> Week: 10	art <u>Date</u> I/01/12	End Date 10/07/12	<u>Weekdays</u> -TwTF	Spots/Week	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
E14 KSNV	10/08/1		Dr. Phil	СМ	3-4p	M	:30	1 \$	200.003	0.00 NN	A 1	\$200.00
PHIL			Dr Phil									
<u>St</u> Week: 10	art <u>Date</u> 0/08/12	End Date 10/14/12	<u>Weekdays</u> M	Spots/Week		<u>Rating</u> 0.00						
		2 10/08/12	NEWS 3 at 4(4PM NEWS (1		4-5pm (4:30 PM-5:	M 00 PM)	:30	1 \$	300.003	4N 00.0	1 1	\$300.00
NEWS <u>St</u>	art <u>Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/14/12	M	1	\$300.00	0.00					_	
E 16 KSNV		2 10/05/12	NEWS 3 at 4 (4PM NEWS (1	•	4-5pm (4:30 PM-5:	-TWTF- 00 PM)	:30	4 \$	300.003	0.00 NN	A 4	\$1,200.00
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10)/01/12	10/07/12	~TWTF~~		\$300.00	0.00					J	

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Order / Rev:

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Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

10/02/12 - 10/08/12

Product Desc: Estimate:

BERKLEY FOR SENATE

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 17 KSNV	10/02/1	2 10/05/12	NEWS 3 at 4 (1 l		4-5pm	-TWTF	:30	4	\$300,003	0.00 NM	4	\$1,200.00
			4PM NEWS (1 ho	our)	(4:00 PM-4:3	30 PM)						
NEWS					5 .	5 "						
	t Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12		4	\$300.00	0.00	.00		# 200 000	0.00 NIM		****
E18 KSNV	10/08/1	2 10/08/12	NEWS 3 at 4 (1 if 4PM NEWS (1 ho	•	4-5pm (4:00 PM-4:3	M	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS			4514114543 (1116	our)	(4.00 FIVI-4.0	ou rivi)						
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	M	1	\$300.00	0.00						
E 19 KSNV		2 10/08/12	M-F Early News	СМ	5-630p	Мененен	:30	2	\$450.003	0.00 NM	2	\$900.00
			M-F Early News		•						_	,,,,,,,,,
NEWS			·									
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0	08/12	10/14/12	M	2	\$450.00	0.00						
E 20 KSNV	10/02/1	2 10/05/12	M-F Early News	CM	5-630p	-T-TF	:30	8	\$450.003	0.00 NM	8	\$3,600.00
			M-F Early News									
NEWS												
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	-T-TF	8	\$450.00	0.00						
E 21 KSNV	10/02/1	2 10/05/12	FacetoFace/Ralst	-	730-758pm	-T-TF	:30	4	\$225.003	0.00 NM	4	\$900.00
FACE			Face to Face w/	J.Ralston								
	t Date	End Date	Maakdaya	ChatafAlaak	Data	Datina						
<u>عرین</u> Week: 10/0		10/07/12	<u>Weekdays</u> -T-TF	Spots/Week 4	<u>Rate</u> \$225.00	Rating 0.00						
E 22 KSNV			FacetoFace/Ralst	<u>.</u>	730-758pm	M	:30	1	\$225.003	0.00 NM	1	#22E 00
L ZZ NONV	10/00/1	2 10/00/12	Face to Face w/	-	730-730pm	v	.30	'	\$225.003	0.00 14141	ı	\$225.00
FACE			Tage to Tage W	5.1 (2.3151)								
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	08/12	10/14/12	M	1	\$225.00	0.00						
E 24 KSNV	10/02/1	2 10/05/12	M-F Jeop/Wheel	СМ	630-730pm	-T-TF	:30	8	\$1,300.001	0.00 NM	8	\$10,400.00
			M-F Jeopardy/Wi	heel of Fortun	e				•			
JEP/WH												
<u>Star</u>	<u>t Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	01/12	10/07/12	-T-TF	8	\$1,300.00	0.00						

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Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/08/12

Estimate:

Ln Ch Start End Inventory Code Br	eak Start/End Ti	imo Dava	Len Spots	Doto Dri	Dta Tuno	Cnoto	A 200 a
E 24 KSNV 10/02/12 10/05/12 M-F Jeop/Wheel CI		-T-TF-		Rate Pri \$1,300.001	0.00 NM	Spois 8	Amount \$10,400.00
M-F Jeopardy/Wheel of Fo	•	1 3 1	- ,50 0	φι,500.001	U.UU INIVI	O	\$10,400.00
JEPWH							
Start Date End Date Weekdays Spots/M		Rating					
Week: 10/01/12 10/07/12 -T-TF Spot Ch Date Range Description	8 \$1,300.00 Start/End Time	0.00	Weekdays Le	ength Rate	Rtg Type		
1 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 (\$1,300.00)			
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	24.16			, , ,			
2 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 (\$1,300. 00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	24.16						
3 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See <i>MG</i> 24.9,24.10,24.11,24.12,24.13,24.14,24.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE							
4 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	24.16						
5 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE							
6 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 (\$1,300.00)	0.00 <i>NM</i>		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE			-T-ThF	-20/04 200 001	0.00 444		
7 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	630-730pm 24.16		-1-1131	:30 (\$1,300.00)	0.00 17171		
8 KSNV 10/01/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30(\$1,300.00)	0 00 NM		
See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15, [.NOT AVAILABLE RATE] NOT AVAILABLE RATE	•		. ,	.50(\$1,500.00)	0.00 7477		
9 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
10 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate]			•				
11 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 \$1,300.00	0.00 NM	i	
MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate]						ı	
12 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 \$1,300.00	0.00 NM	i	
MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5						ı	
[revised rate to reinstate] 13 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel	620 720nm		-T-ThF	-90 64 900 00	0.00 NM	ı	
(f) MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5	630-730pm			:30 \$1,300.00	U.UU INIVI	i	
[revised rate to reinstate]							
14 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 \$1,300.00	0.00 N M		
MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate]						 	
15 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5	,			, , , , , , , , , , , , , , , , , , ,	5,05		
[revised rate to reinstate]			•				
16 KSNV 10/02/12-10/07/12 M-F Jeop/Wheel	630-730pm		-T-ThF	:30 \$1,300.00	0.00 NM		
MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5 [revised rate to reinstate]			·				
E 25 KSNV 10/08/12 10/08/12 M-F Jeop/Wheel Cl M-F Jeopardy/Wheel of F		M	- :30 2	2 \$400.003	0.00 NM	2	\$800.00
JEPWH	Jook Bir	Dati					
Start Date End Date Weekdays Spots/V Week: 10/08/12 10/14/12 M	2 \$400,00	Rating 0.00		A		_	
E 26 KSNV 10/06/12 10/06/12 SIGN ON-SIGN OFF CI ROS	M 5a-459a (9:00 PM-10:	S 00 PM)	- :30 :	2 \$250.003	0.00 NM	2	\$500.00
1100	(3.00 FIVE10.	OO 1 WI)			ı	I	

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Flight Dates:

10/02/12 - 10/08/12

Estimate:

Ln Ch Start End JEP/WH	Inventory Code	Break	Start/End Ti	me Days	Len Spot	S	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date Week: 10/01/12 10/07/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00						
E 27 KSNV 10/07/12 10/07/12	News 3 Live in Pr		7-10pm		3 :30	1	\$600.003	0.00 NM	1	\$600.00
NEWS IN PRIME AFTER N										
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
E 28 KSNV 10/05/12 10/05/12	•	СМ	9-10pm	F	- :30	1 :	\$1,000.003	0.00 NM	1	\$1,000.00
GRIMM	Friday Prime 9-10	0pm								
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	F		\$1,000.00	0.00						
E31 KSNV 10/02/12 10/05/12	2 Late Night w/Fallo Late Night w/Fallo		1237a-136am	ı -TWTF	- :30	4	\$250.001	0.00 N M	4	\$1,000.00
FALLON	VA / 1 (0	D-4-	D-4:				ì		
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$250.00	Rating 0.00						
*******	<u>Description</u>		t/End Time		<u>Weekdays</u>	Len	gth <u>Rate</u>	Rtg Type		
1 KSNV 10/01/12-10/07/12	=	1237	⁷ a-136am		-TWThF		:30 (\$250.00)	0.00 <i>NM</i>		
See MG 31.5,31.6,31.1 [.NOT AVAILABLE RA		E RATE								
2 KSNV 10/01/12-10/07/12	•		⁷ a-136am		-TWThF		:30 (\$250.00)	0.00 <i>NM</i>		
See MG 31.5,31.6,31.							, ,			
NOT AVAILABLE RA	•		7a-136am		-TWThF		.00 (\$050.00)	0.00 4/44		
3 KSNV 10/01/12-10/07/12 See MG 31.5,31.6,31.	=	1231	a-130am		- I M I II F		:30 (\$250.00)	U,UU IVINI		
[.NOT AVAILABLE RA	•	E RATE								
4 KSNV 10/01/12-10/07/12	•	1237	7a-136am		-TWThF		:30 (\$250-00)	0.00 <i>NM</i>		
See MG 31,5,31.6,31. [.NOT AVAILABLE RA	•	F RATE								
5 KSNV 10/02/12-10/07/12			7a-136am		-TWThF		:30 \$250.00	0.00 NM		
→ MG for 31.1,31.3,31.2,	-									
[revised rate to reinsta	-	400	7- 400				00 405000	0.00 14		
6 KSNV 10/02/12-10/07/12	-	123	7a-136am		-TWThF		:30 \$250.00	0.00 NM		
[revised rate to reinsta										
7 KSNV 10/02/12-10/07/12		123	7a-136am		-TWThF		:30 \$250.00	0.00 NM		
8 KSNV 10/02/12-10/07/12	•	123	7a-136am		-TWThF		:30 \$250.00	0.00 NM		
MG for 31.1,31.3,31.2,										
[revised rate to reinsta	-		1005 100							
E 32 KSNV 10/08/12 10/08/1	2 Late Night w/Fall Late Night w/Fall		1237a-136an	n M	- :30	1	\$75.003	0.00 NM	1	\$75.00
FALLON	Lato Hight Wil an									
Start Date End Date		Spots/Week		Rating						
Week: 10/08/12 10/14/12 E 33 KSNV 10/08/12 10/08/1	M	1 CM	φ, σισσ	0.00	120		¢405.003	0.00 NB4		0070.00
	Z The Tonight Show	w CM	1135p-1237a	M	- :30	2	\$185.003	0.00 NM	2	\$370.00
TON SHOW <u>Start Date</u> <u>End Date</u>	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12		2		0.00						
E 34 KSNV 10/02/12 10/05/1		w CM	1135p-1237a	-TWTF-	- :30	8	\$185.003	0.00 NM	1	\$185.00
TON SHOW	Tonight Show									
Start Date End Date		Spots/Week		Rating						
Week: 10/01/12 10/07/12		1	+	0.00			**************************************			
E 35 KSNV 10/02/12 10/05/1	2 M-FNews3atE M-FNews3atE		11pm-1135pr	m -TWTF-	- :30	4	\$425.003	0.00 NM	4	\$1,700.00
NEWS	, 110,110 0 at L									

KSNV

Page 7 of 7

Order / Rev:

103698

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830029

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/02/12 - 10/08/12

Estimate:

30S

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 35 KSNV 10/02/12 10/05/12 M-F News 3 at Eleven 11pm-1135pm -TWTF--:30 \$425.003 0.00 NM \$1,700.00 M-F News 3 at Eleven **NEWS** End Date Spots/Week Start Date Weekdays Rate Rating Week: 10/01/12 10/07/12 -TWTF--\$425.00 0.00 E 36 KSNV 10/08/12 10/08/12 M-F News 3 at Eleven CM 11pm-1135pm \$425,003 :30 0.00 NM M----1 \$425.00 M-F News 3 at Eleven **NEWS** Spots/Week Rating Start Date **End Date Weekdays** Rate Week: 10/08/12 10/14/12 \$425.00 0.00 E 37 KSNV 10/06/12 10/07/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$400.003 0.00 NM 2 2 \$800.00 Sa-Su News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----ss \$400.00 0.00 E 38 KSNV 10/06/12 10/06/12 Saturday Today CM 7a-9am ----S-:30 \$225.003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rating Rate ----S-Week: 10/01/12 10/07/12 \$225.00 0.00 E 39 KSNV 10/06/12 10/06/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 2 \$150.003 0.00 NM 2 \$300.00 News 3 Sunrise SATURDAY **NEWS End Date** Start Date Weekdays Spots/Week Rate Rating ----5-Week: 10/01/12 10/07/12 \$150.00 0.00 E 40 KSNV 10/07/12 10/07/12 Sunday Today CM 7a-8am ----S :30 \$350.003 0.00 NM 1 \$350.00 Sunday Today SUN TODAY Start Date End Date Weekdays Spots/Week Rate Rating 10/07/12 ----S Week: 10/01/12 \$350.00 0.00 E41 KSNV 10/06/12 10/06/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 \$550.003 0.00 NM \$550.00 Saturday Night Live SNL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 ----S-\$550.00 0.00 N42 KSNV 10/02/12 10/05/12 Today Show CM 658a-9am :30 \$900.001 -TWTF--3 0.00 NM 3 \$2,700.00 **Today Show TODAY** Spots/Week Start Date End Date **Weekdays** Rate Rating 10/07/12 ~TWTF--\$900.00 Week: 10/01/12 0.00 N43 KSNV 10/02/12 10/05/12 The Tonight Show СМ 1135p-1237a :30 \$500.001 0.00 NM -TWTF--7 \$3,500.00 **Tonight Show** TON SHOW Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/01/12 10/07/12 -TWTF--\$500.00 0.00 Totals 117 \$47,380.00